Susan

1/27/95

EILEEN SCHNEIDMAN

Rebecca

OE

- Mare Gear back / warning
- red front
- new teaser
  "Here's what you asked for"
  don't say "easier"

Guts

- New headline, more pop, immediate bonus
- rearrange
- 100 pop
- new letter copy (non)

2041341204

Source: https://www.industrydocuments.ucsf.edu/docs/sxdy0004